

REMARKS

In the Office Action mailed from the United States Patent and Trademark Office on June 28, 2005, the Examiner rejected claims 1-23.

Rejections under 35 U.S.C. § 103

In the Office Action, the Examiner rejected claims 1-16 and 18-23 under 35 U.S.C. 103(a) as being unpatentable over U.S. Pat. No. 5,295,064 to Malec (hereinafter Malec). Applicants respectfully traverse.

Applicant has amended claim 1 to clarify the type of information transmitted from the transceivers to the display units. As suggested by the Examiner, the Applicant has included a limitation which distinguishes from the transmission of basic position information in Malec. Malec, Column 8, Lines 49-51. Claim 1 has been amended to include, **“wherein the information includes product specific promotions”**. Support for this limitation can be found in the summary portion of the specification, Page 4, Lines 8-11. Product specific promotions include alphanumeric information such as a product name, product price, graphical product representation, animated promotions, etc. The “Trigger Transmitters” taught in Malec transmit simple positional information which is used to **trigger** promotional information stored on the cart-mounted electronics. Malec, Column 8, Lines 52-56. By explicitly storing all promotional information on the cart-mounted electronics, Malec clearly teaches away from the transmission of promotional product specific from the transceiver units. In light of the amendment, Applicant respectfully requests that the rejection of claim 1 be withdrawn.

In the Office Action, the Examiner rejected claim 17 under 35 U.S.C. 103(a) as being unpatentable over Malec in view of MacIntyer.

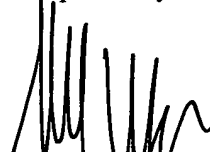
Claims 2-23 are dependent from claim 1 and are therefore allowable for at least the same reasons stated above.

CONCLUSION

Applicants submit that the amendments made herein do not add new matter and that the claims are now in condition for allowance. Accordingly, Applicants request favorable reconsideration. If the Examiner has any questions or concerns regarding this communication, the Examiner is invited to call the undersigned.

DATED this 21 day of September, 2005.

Respectfully submitted,



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